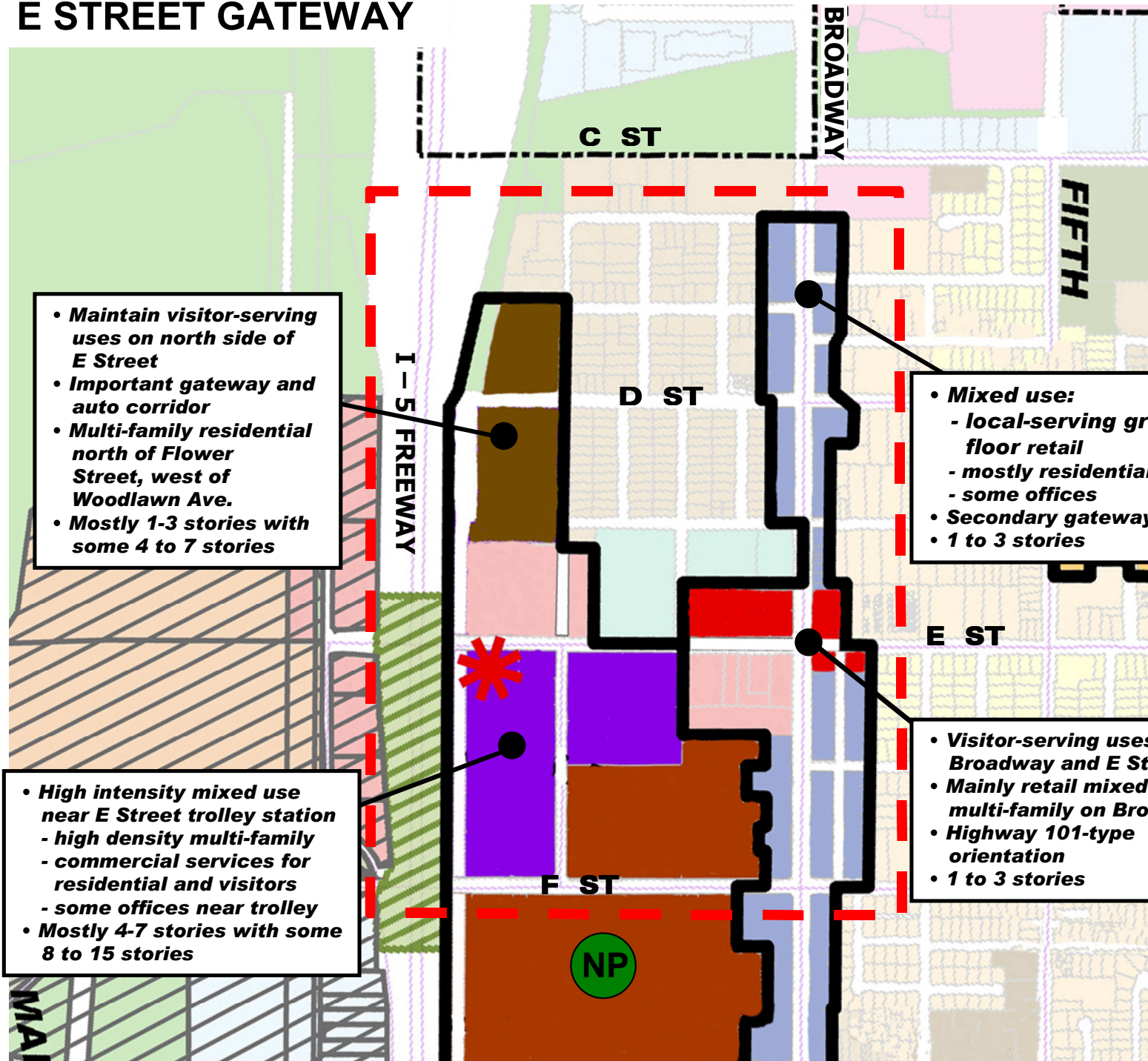


# E STREET GATEWAY



- **Maintain visitor-serving uses on north side of E Street**
- **Important gateway and auto corridor**
- **Multi-family residential north of Flower Street, west of Woodlawn Ave.**
- **Mostly 1-3 stories with some 4 to 7 stories**

- **High intensity mixed use near E Street trolley station**
- **high density multi-family**
- **commercial services for residential and visitors**
- **some offices near trolley**
- **Mostly 4-7 stories with some 8 to 15 stories**

- **Mixed use:**
- **local-serving ground floor retail**
- **mostly residential above**
- **some offices**
- **Secondary gateway**
- **1 to 3 stories**

- **Visitor-serving uses at Broadway and E Street**
- **Mainly retail mixed with multi-family on Broadway**
- **Highway 101-type orientation**
- **1 to 3 stories**

## CITY OF CHULA VISTA NORTHWEST GPU STEERING COMMITTEE RECOMMENDED ALTERNATIVE

### LEGEND

#### RESIDENTIAL

- LOW
- LOW MEDIUM
- LOW MEDIUM VILLAGE
- MEDIUM
- MEDIUM HIGH
- HIGH
- URBAN CORE

#### COMMERCIAL

- RETAIL
- VISITOR
- PROFESSIONAL & OFFICE

#### MIXED USE

- MIXED USE COMMERCIAL
- MIXED USE (OFFICE, RETAIL & MULTI-FAMILY)
- MIXED USE TRANSIT FOCUS AREA (TFA)

#### INDUSTRIAL

- LIMITED INDUSTRIAL
- RESEARCH INDUSTRIAL
- GENERAL INDUSTRIAL

#### PUBLIC, QUASI PUBLIC & OPEN SPACE

- PUBLIC & QUASI PUBLIC
- PARKS & RECREATION
- OPEN SPACE PRESERVE
- OPEN SPACE RECREATION
- OPEN SPACE
- PROPOSED FREEWAY COVER
- WATER

#### SPECIAL PLAN AREA

- RESORT
- SPECIALTY CONFERENCE CENTER
- VILLAGE CORE
- EASTERN URBAN CENTER
- BAYFRONT PLANNING AREA

#### TRANSIT STATION

- EXISTING
- PROPOSED

JUNE 1, 2004